

LIFE NEWSPAPERS

SECTION TWO

**Fast And S-M-O-O-T-H!**

Judges in shaving contest examine John Korda's face after he executed a no-nick shave in speed shaving contest sponsored by Personna Electro-Coated Blades. Korda, whose shaving time by stop watch was 27.7 seconds, resides at 1836 S. 58th ct. The judges are Hal Baim and Miss Bart Digrazzia, directors at a model agency. The contest was held in the Gaslight Club in Chicago.

Five Magazines Join TV in Ad Campaign For Personna Blades

Personna Electro-Coated blades are being promoted in Personna's first broad-scale magazine advertising campaign.

Paul D. Townsend, vice president—general products of Philip Morris Inc., announced that the magazine campaign has been added to Personna's extensive television advertising schedule, which includes nine network television programs plus spot pools in major markets.

The Personna campaign boasts that Personna Electro-Coated blades can "shave better than Gillette's."

One typical headline in the campaign states: "Personna blades have to shave better than Gillette's. Not just as good. Better."

Personna blades are advertised on nine Philip Morris-sponsored television programs.

Magazines in the print schedule are "Life," "Time," "TV Guide," "Sports Illustrated" and the "Saturday Evening Post."

Personna blades are made by American Safety Razor Co., a subsidiary of Philip Morris Domestic, one of three operating companies of Philip Morris Inc.

22 Drug Trade News, December 2, 1968



ON THE SHELF—Shelf arranger for ASR Products Company's 'Speak Easy' breath freshener has gravity feed, ready product identification and a rigid shelf clamp. The shelf arrangers are for gondola or rack display.

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